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Reserve

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FOOD FIGHTS FOR FREEDOM

PROCEDURE FOR THE DEVELOPMENT
OF THE
CLEAN PLATE CLUB CAMPAIGN
FOR THE MIDWEST REGION

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PROCEDURE FOR THE DEVELOPMENT
OF THE
CLEAN PLATE CLUB CAMPAIGN
FOR THE MIDWEST REGION

Scope of Plan for Region.

The Midwest Region will organize a "Clean Plate Club" campaign as rapidly as possible. An intensive program shall be developed on a state wide basis by the FDA State Supervisor. This program will tie directly into the Nutrition and Food Conservation Program which is so imperative in maintaining the health of our population at a level which is necessary for successful prosecution of the war, and to make possible the release of adequate food supplies for our Armed Forces and Lend-Lease.

A Clean Plate Club campaign has been conducted at Lansing, Michigan, a city of 78,000 population. This campaign began on July 25 and was carried on through August 25, 1943, under the sponsorship of the local Nutrition Committee and the "State Journal" of Lansing, Michigan. The sponsors obtained the united support of leading organizations in the city--such as the City Garbage Department, the theaters, the retail and wholesale food dealers, homemakers' clubs, women's clubs, City Recreation Department and others. The results in the saving of foods were measured statistically through a tabulation of the reduction in garbage removed during the campaign period. The enthusiastic response which the campaign received in Lansing and the convincing statistical evidence of campaign effectiveness in the form of a substantial reduction in food waste have encouraged our Administration to launch such campaigns throughout the regions. Further information concerning the Lansing campaign appears in the other sections of this procedure.

The State Supervisor should use the list and outline map which has been sent to him to select representative cities or towns throughout the State as centers of campaign activity, following as far as possible the mapped program. Generally speaking, those cities and towns which influence a large scope of surrounding territory through newspapers, radio stations, shopping or trading facilities, are desirable.

Some of the cities selected may have state wide influence, such as the State capitol, and cities in which State universities and agricultural colleges are located.

It is important that there be a strong local or county Nutrition committee to sponsor the campaign of the area.

Objectives of the Campaign.

Food rationing has forced the American people to give up the complacency of peacetime and the general conception that America's food resources were unlimited. Rationing and rising food prices have already induced a certain amount of automatic food conservation in most American homes. Undoubtedly, the amount of waste in meats, canned goods, and other rationed foods has already been somewhat reduced. In unrationed foods such as fresh vegetables, bread and many other items, there is still much waste. The public is evidently ready for a food conservation campaign and should respond well to any organized effort to point out the major sources of food waste and suggested measures for reducing it.

The objectives of the Clean Plate Club campaign is to get all the people thinking

about food waste. It may be objected that, in focusing attention on the clean plate, we touch only one phase of food waste and that there are many factors that cause food waste before food gets to the dinner table. The majority of the people have no direct control, however, over these other phases of food waste. In the average family one person, the housewife, buys and prepares the food; the others simply eat or reject the foods she selects and prepares. Even the housewife has no control over the waste in retail stores, wholesale houses, and the wastage farther back in the chain of transportation, processing, and harvesting. Everyone eats, however, and usually three times a day. Every man, woman and child, therefore, can take part personally in the food conservation program by joining the Clean Plate Club or at least by following its injunctions.

The more important result to be anticipated, however, is that in stimulating thought on the one thing that everyone can do to reduce food waste, the Clean Plate Club Campaign should induce additional thought on the part of those responsible for other phases of waste. Through the entering wedge of such a campaign, the housewife may be stimulated to select food more carefully, to store it more carefully, to prepare it more carefully, to avoid preparing or serving too much, to relax certain foolish rules of table etiquette, etc. Local restaurant operators and retail and wholesale merchants may similarly be brought into the community campaign.

This is the central objective of the campaign: To enlist immediate thought and action by everyone, and additional thought and action by individuals who are in a position to contribute further in special phases of the general food conservation drive.

Plan of Organization.

In order to make a whole community food conservation conscious, it is necessary to mobilize every possible channel of public information and organized activity.

Since the Nutrition Committee is in most instances a subcommittee of the local Defense Council, all the facilities of that organization should be mobilized behind the campaign.

If the local Defense Council has sufficient prestige and is willing and able to take on the local organization of the campaign, it should be encouraged to do so. In some communities, however, it may be preferable to organize a special committee of leading active citizens to carry the campaign through. Wherever possible the Mayor or City Manager should be encouraged to take an active part in the campaign. Whatever the organizational form ultimately decided upon, it should include representatives of the -

1. Retail Food Dealers - through the Retail Grocers' Association or Food Industry Committee.
2. Wholesale Food Dealers - interests or associations.
3. Restaurant interests or association.
4. Hotel interests or association.
5. 4-H Clubs.
6. American Legion.

7. Parents and Teachers Associations.
8. Extension Service.
9. Veterans of Foreign Wars.
10. Kiwanis, Rotary and business men's clubs.
11. Labor organizations.
12. Fraternal organizations, Elks, Knights of Columbus, etc.
13. Chamber of Commerce.
14. Public Utilities.
15. Boards of Education.
16. Newspaper - Radio.
17. School and Youth Organizations, such as Boys and Girls Scouts.
18. Other Civic, Fraternal and Patriotic groups.

In all instances, however, the campaign should be conducted by the Nutrition Committee.

In planning the program and to reach as many of the units of population and as many organizations as possible, it is recommended that various working committees be organized as a part of the overall committee. In this way, groups such as the retail food stores, public eating places, men's service clubs, women's clubs, schools, youth groups, etc., can be brought into active cooperation.

The importance of publicity cannot be over-emphasized. The following are some of the sources of publicity which should be used to the utmost:

1. Newspaper.
2. Theatres.
3. Utility Companies.
4. Large Advertisers.
5. Displays in Store Windows.
6. Radio.
7. Speaker Committees.

Etc.

It is important that prior to approaching the selected community, a call be made on the Chairman of the State Nutrition Committee in order that she may be informed of the proposal and to obtain from her suggestions on carrying it through at the local level. Through her also, arrangements with the local Nutrition Committee may be facilitated. State Nutrition Committee Chairmen will be informed of the general endeavor by the Regional Office.

The first contact in the selected community should be with the local Nutrition Committee and tentative campaign plans should be mapped out at that point. The FDA Area Supervisor should be personally responsible for follow through with respect to FDA's interest in the campaign. The local Nutrition Committee and the organization established locally for the campaign should be induced to carry the major responsibility if the campaign is to be of real value.

It has been accepted as a foregone conclusion that a Clean Plate Club Campaign cannot succeed unless one of the important newspapers of the city takes an active part in the campaign. Hereinafter under the caption of "Campaign Material for the 'Clean Plate Club' and the General Conservation of Food" are outlines which can be used in discussing the program with the newspaper representative.

It is suggested that the Clean Plate Club Campaign be carried on concurrently with the development of the School Lunch Program. There is an excellent opportunity to use schools and school organizations for the dissemination of information. The food crisis brought about by the War provides a good psychological time for educating the youth of today on reducing food wastes. By getting the idea across to children, it will in turn bring it to the attention of parents.

With each approved agreement for the Community School Lunch Program, the poster "Food Is A Weapon" is being provided in sufficient quantity for distribution to each school. Thus, the way is being paved for introducing this campaign to schools.

Food Waste Data.

The following is a listing of some of the pertinent facts on food waste which may be of use in the preparation of newspaper copy and radio scripts, and for general campaign purposes.

1. "A Survey of Family Spending and Saving in Wartime", made by the Bureau of Home Economics in the Spring of 1942 indicated a per capita consumption of 1,462 lbs. of food per year, that is almost an even 4.0 lbs. per day.

A study of garbage collection in 48 representative cities, made by the American Public Works Association in 1939 indicated an average of 235 lbs. per person per year, or .65 lbs. per day. Another study made by Walter H. Stolting, Bureau of Agricultural Economics and published in 1941 which covered 247 cities, indicated garbage collection even higher (an average of 302 lbs. per person per year, or .83 lbs. per day.)

Garbage collections therefore, appear to represent 15 to 20% of the total food consumed. Not all food wasted in the home is collected as garbage of course. Since, however, a portion of the garbage is inedible waste such as egg shells, mellow rinds, corn cobs, etc., food waste in the home may be conservatively estimated at the lower figure of 15% of food consumed.

2. Food wastage appears to be highest in perishables such as fruits, and vegetables, and in baked goods. According to an analysis of 160 loads of garbage made by the Engineering Research Laboratory of New York University, published in 1941, 23% of the garbage consisted of green vegetables, 27% other vegetables, 29% fruits, 14% baked goods. The remaining 7% was meats, bones and fish.
3. Precise data on food waste in restaurants and public eating places is not available, but the Restaurant Division of the Food Distribution Administration estimates that food waste of the type which is under the control of management runs from 3 to 8%. In addition, it is estimated that there is a wastage of 6% or more in food left unconsumed on the table by restaurant patrons. The total food waste in restaurants and public eating places

according to this estimate would run between 9 and 11%.

4. A study of food waste in retail stores indicates that in fresh fruits and vegetables the average is between 6 and 8%. For many of the more perishable fruits and vegetables, the loss is considerably higher.. The Journal of Commerce estimated in 1931 that "more than \$470 million worth of perishable food is wasted each year in retail stores alone through lack of proper refrigeration facilities."
5. Some idea of the losses of food in transportation can be gained from the following report by the Association of American Railways:

In 1941 American Class I steam railways paid \$8,346,152 in damage claims for food spoiled in transit. For the first six months of the fiscal year ending June 30, 1942, they paid \$5,295,488. Analysis of damage claims on 21,155 carloads of lettuce, shipped to 30 eastern cities in 1935, revealed an average claim of \$37.44 per carload. It is also worth noting that the damage claims paid do not represent total losses.

6. It is common knowledge that there is considerable food wastage on the farm, that is food which for various reasons is never harvested.. Although no segregation estimate of this loss on the farm is available, a study made by the Bureau of Agricultural Economics indicates that the food waste between the time of production and the time the food leaves the retail store is as high as 30% for tomatoes, lettuce, cauliflower; 25% for cabbage, spinach, celery; 20% for fruits like apples, pears, peaches; 13% for oranges and grapefruit. For less perishable commodities such as potatoes, peas, beets, the wastage is relatively low (5 to 8%).
7. Adding the waste from farm to retail store to the waste in the home, it appears that total food waste may run between 30 and 40%. Considering the amount of inedible wastage such as egg shells, melon rinds, corn cobs, etc., 30% would probably represent a conservative estimate on total edible food wasted in this country.

What do these figures mean in simple terms?

- (1) In 1942, less than 11% of our total food production was set aside for army and Lend-Lease requirements. In our homes alone we apparently wasted this food.
- (2) The utmost increase in food production hoped for in 1943 as represented by the goals set for agriculture is 5%. It is therefore, obvious that our biggest reserve of food is in the 30 or 40%, which for one reason or another, is lost between the farm and the garbage pail.
- (3) According to the American Baker's Association, we are now eating approximately 2 lbs. of bread per week per person. If each home wastes only 1 slice of bread per week, it would total 34 million slices, or approximately 2 million loaves each week. What would the hungry kids of Athens or Chungking give for these 2 million loaves!
- (4) Nutritionists and medical authorities tell us that the American diet is weakest in green vegetables and fruits. How is it we allow so much of these valuable foods to go to waste on our farms and in our stores? How

is it one quarter of the food in our garbage dumps consists of green vegetables? (Maybe we need to learn to prepare and cook greens as well as we do meats and desserts.)

- (5) The little scraps of butter we leave on our plates in homes and restaurants add up to an enormous aggregate. If only $\frac{1}{2}$ ounce of butter per capita every week were saved, it would have provided enough butter to supply the needs of our armed forces last year.
- (6) How much foolish food waste is caused by our rules of etiquette? Can we afford, in wartime, to refuse to let Johnny pick up the bone in his fingers and gnaw off the last shreds of meat? Is it really good etiquette not to tip your soup bowl to get the last two or three spoonfuls? With a shortage of fats, what's wrong with using bread to sop up the gravy on the plate? Can we afford to prepare and serve more food than the guests will eat just to keep up the pretense of "the bountiful hostess"?
- (7) "Spare the peel and save the spud." When you peel and boil a potato you throw away $\frac{1}{10}$ to $\frac{1}{4}$ of its bulk, a large part of its Vitamin C, and a large amount of its iron, which is concentrated close to the skin.
- (8) Squeeze your grapefruit dry! Just one cup of grapefruit juice provides approximately a full day's requirement of Vitamin C. When you fail to squeeze out the juice after eating the pulp as much as a quarter of the value you paid for may be wasted.

Use of Campaign Material.

Suggested campaign material is attached. You may find only certain ideas contained therein which are applicable or attractive to the communities selected. County and local Nutrition Committee Chairmen and other cooperating agencies or groups may find this material very helpful.

Club membership should be promoted to induce enthusiasm and responsibility. In Lansing this was done by printing daily in the local newspaper, application forms which were simple pledges for each member to "clean his plate" and avoid all waste of food during the War. Readers' interest was stimulated by personal testimonies of members. As an example, a lady testified that she had been a member all her life as their family had always "cleaned their plates", and considered this habit an essential of good table manners.

The newspaper carried pictures of outstanding community leaders such as the Visiting Nurse, Victory Garden Chairmen, college students, Y.M.C.A. representatives, Rotarians and other groups endorsing the program or exhibiting "the clean plate". These pictures showing the individual who had cleaned his plate tended to serve as a trademark and constantly kept the idea before the public eye.

The enclosures of literature with the orders by grocers proved very worth while in stimulating interest in Lansing.

Some of the methods used in Lansing were as follows:

Minute Men (Speakers) in Lansing theaters.

The mailing of a kit of Food Conservation material to each retail food store in the city.

Presentations of the program to children daily during one week in 21 supervised playgrounds.

Presentation of the program at weekly meetings of the Homemakers Clubs, membership 20,000.

The insertion of a Clean Plate circular in every shopping bag by retail grocers during the campaign.

Daily newspaper articles of human interest stories, pictures, etc., pertaining to the program.

Reports

The State Supervisor's office shall submit reports as necessary in order to keep the Regional Office currently informed of the development of the "Clean Plate Club" Campaign.

CAMPAIGN MATERIAL FOR THE
"CLEAN PLATE CLUB"
AND

The General Conservation of Food

Most of these suggestions are suggestions only, intended to assist the local Nutrition Committee or any group which accepts the responsibility for developing a campaign which, in common with the majority of campaigns, will bear the stamp of the committee's own ingenuity and effort if it is a success.

Certain of the projects outlined here can be applied to a number of areas in which food waste occurs. Since the relative importance of these areas of waste will vary from community to community, the kind and the direction of the projects chosen for development will of course be discretionary with the local committee. The following are known to be important areas in which food waste occurs at the table:

- a. In the home
 - (1) At breakfast
 - (2) At lunch
 - (3) At dinner
 - (4) During the midnight snack
 - (5) On casual occasions, between meals, etc.
- b. In the public restaurants
- c. In hotel restaurants
- d. At boarding houses
- e. At the drug store lunch counter, etc.
- f. Community kitchens, missions, etc.
- g. Clubs
- h. Church suppers, etc.
- i. Schools
- j. Factory restaurants
- k. Trains
- l. Hospitals
- m. Sanitariums
- n. Denominational or occupational homes for the retired, aged, etc.
- o. Homes for war veterans
- p. County homes
- q. Orphan asylums
- r. Reform schools, etc.
- s. Prisons
- t. The lunch box

In view of the importance of the role of the cooperating newspaper in the campaign, the local committee will most likely want to discuss with the newspaper many of the projects under consideration. The suggestions listed below may be helpful in these discussions:

-----1-----

The spearhead of the campaign doubtless will be full page announcements of ad-

vertisements over the name of the cooperating newspaper - pages very similar in aim, slant, and content to the announcements used in the Minneapolis Star-Journal and Tribune campaign.

-----2-----

The launching of the campaign will be news in itself, good for pictures and stories of community leaders signing the pledge cards.

-----3-----

The newspaper will probably want pictures and stories of children's groups joining the club.

-----4-----

News, also, will be the big-plant war-workers doing a double job - making war materials and joining up to save food.

-----5-----

Testimonials highlighting early results of the campaign might be obtained from managers or owners of leading restaurants.

-----6-----

Testimonials and suggestions from community leaders in home economics will add impetus to the campaign.

-----7-----

If the colleges, hospitals or other community institutions make worthwhile contributions to the campaign, these will be news.

-----8-----

Interesting material indexing the success of the campaign might be developed through a charting of the volume of garbage handled by the municipal department concerned. This department naturally would have to be approached at the beginning of the campaign with a request that it keep a daily tally of the truckloads handled, if it is not already doing so. Newspapers in those cities that now burn or dump their garbage might call attention to what other cities are doing to utilize garbage.

-----9-----

The newspaper might be asked to prepare a series of articles of food waste and its consequences. This series would be distinct from the news releases reporting the launching, progress, and results of the "Clean Plate Club" drive as such, although it would be intended to run concurrently with the news campaign, and to support both the long range and the immediate objectives of the program.

-----10-----

Of especial interest would be feature articles on food conservation, written by one of the Women's Page editors or by a leader on the local Nutrition Committee. And, in fact, if the articles were contributed by several different leaders it is

probable that interest in the series would be increased further. The theme for the series might be something like this: -

"30 Ways to Save Food in Wartime"

And it might be divided into successive articles corresponding roughly to these aspects of food conservation: -

- a. Meal Planning
- b. Marketing (food selection)
- c. Storage
- d. Preparation
- e. Service
- f. Etiquette (See No. 37 for specific subject matter)
- g. Left-overs

The writers who would be responsible for the production of such a series undoubtedly have access to sufficient source material. The three Department bulletins enclosed, however, may contain useful items; the titles follow: -

"Meat for Thrifty Meals" (Farmer's Bulletin No. 1908)

"Fight Food Waste in the Home" (AWI 3)

"Vitamins from Farm to You" (AWI 2)

-----11-----

*If the newspaper develops a series of articles along the lines outlined above, it might also condense the articles into a folder and offer it to readers with or without charge.

-----12-----

The supporting newspaper may also be willing to do a series of special articles on the farm produce of the state, slanting the series in a way to enlist State pride as a factor in inducing greater vigilance against waste of the produce of the State's farmers and workers.

-----13-----

The newspaper's editorial cartoonist might be asked to develop cartoons dramatizing the results of food waste or the necessity for food conservation. Such cartoons might be invaluable in later phases of the campaign, and, if successful enough might be used in poster form at the national level.

-----14-----

A jingle or limerick contest might be built around the "Clean Plate" theme.

-----15-----

Radio stations can help. Radio is well situated to establish in the minds of the consumers the impression that "everyone is doing it", and could do much to sell the "Clean Plate" idea in this manner through a series of spot announcements delivered by station announcers.

Such spots might consist of news briefs of the launching, progress, and results of

the campaign; spot news items; and announcements designed primarily to promote participation in the campaign, similar in treatment to some of the announcements used in the War Bond promotions.

-----16-----

Many stations broadcast morning programs featuring home economists. If this is true locally, the operating committee is more than likely familiar with the programs and will want to discuss with the sponsors means whereby these programs might be of aid to the food conservation campaign.

-----17-----

If a local station conducts a sidewalk broadcast of the inquiring reporter type, the sponsors might cooperate to the extent of having one program developed around food conservation.

-----18-----

Sponsors buying serial or variety programs produced locally, and stations sustaining such programs might be willing to have food conservation plugs written into some of the scripts.

-----19-----

If a local station carries locally produced programs aimed at children, arrangements might be made to incorporate into the programs a drive for members of the "Clean Plate Club" including, perhaps, prize awards for children signing up the largest number of new members.

Buttons, badges, certifications of membership are good devices for holding interest if the committee, newspaper, or radio station desires to use them.

-----20-----

The possibility of a radio contest for adult listeners might be worth consideration. The entry for such a contest might take the form of a letter on a theme similar to the following: -

"How We are Saving Food in Our Home"

Interest in the contest might be maintained through selection, for personal appearances on the radio each day of the 4 or 5 women who submit the best ideas on ways to save food in the home. Personal appearance not only helps to maintain a listening audience, but it is known to be unusually effective both as a promotion method and as an educational method. The distinction of being selected for personal appearance on the radio should be sufficient of a "prize" award. Further, a number of the ideas gained through the program might well be valuable enough to merit use in other phases of the campaign.

Members of the local Nutrition Committee might serve as judges, of such a contest.

-----21-----

A concentrated drive might be undertaken to obtain the continuing assistance of

advertisers using large space. Many advertisers use sufficient space to enable them to incorporate into their advertisements a message on food conservation without appreciably diminishing the space actually required for adequate presentation or characterization of their products or services. These advertisers therefore, might be persuaded to carry a brief message on the vital necessity of food conservation, and, most important, to carry the "Clean Plate Club" pledge card along with a punch line similar to the following: -

"We're cooperating in America's food conservation program. Let's make good use of the food we have - then we'll have enough! Join the 'Clean Plate Club'! Sign up now! It won't cost a dime - it may save a life!"

If the pledge card is to be reproduced in reduced size, endeavor to keep the type large for easy reading. Provision for more than three signatures probably should not be attempted, since cramped space for signatures is known to discourage signing.

-----22-----

Many business organizations, such as gas and electric utility companies, enclose envelope stuffers with their monthly statements. Some of these organizations probably would be willing to enclose special stuffers on food conservation along with their monthly statements, or would be agreeable, at the minimum, to tying into the story of their products or services a message on food conservation.

-----23-----

The department stores and other community merchants can cooperate in a number of additional ways. Window displays are effective. Visual education displays and the graphic treatment of facts and figures might be recommended by the campaign committee.

-----24-----

An approach might be made to billboard advertisers in the area - gas and electric companies, for example.

-----25-----

A pledge card for restaurant patrons might be prepared. A quantity of these to be placed on each table or at the cashier's desk. This device to be in the general form of a table tent - a card folded double, with a perforation along the folded edge. One-half of the card to carry a message on food conservation; the other half to be printed on a postcard. One side of the postcard half to carry the pledge in a form similar to the following: -

CLEAN PLATE CLUB

Name of Organization Handling Campaign

Care of Newspaper or Organization Handling Campaign

Please enroll us as members of the Clean Plate Club in the Government's Food Conservation Program. We pledge to do everything possible to avoid waste of food during the war. We agree to "clean our plates" at every meal.

(Names and Addresses)

2370 (18)

The other side of the postcard to carry the regular mailing form - a box for a one cent stamp, plus the address:

CLEAN PLATE CLUB

Name-of-Organization-Handling-Campaign

Care of Newspaper-or-Organization-Handling-Campaign

By means of the perforation along the folded edge, the postcard will be detachable for mailing.

-----26-----

Point-of-sale material is also valuable. This suggests a small sticker, to be attached to one corner of the daily restaurant menu:

ORDER WHAT YOU WANT -
BUT EAT ALL YOU ORDER

This is the way
- to have Enough to Eat
- to Keep America Strong
- to Win the War Quicker!

Food Waste Helps the Axis!

-----27-----

Cooperating restaurants might be supplied with posters or jumbo window stickers carrying a message similar to this: -

We are Cooperating
with the
Government's
FOOD CONSERVATION
Program

Join the CLEAN PLATE CLUB today!

-----28-----

Many advertising agencies, advertising artists, and illustrators are willing to contribute ideas for projects, copy, and even fully developed campaign outlines, without reimbursement and without official credit, or with little more recognition than a credit line. An approach to them is worthwhile.

Posters are most effective in this type of campaign. Good posters which are developed may be used in the national campaign. Below are a few situations and copy lines which might provide a springboard for a poster: -

- a. Broken roll and smeared pat of butter on a bread and butter plate. Caption - "Half an ounce of butter saved each week by each of us would provide butter enough to supply 5,000,000 American fighting men."

- b. Dramatize the garbage can as a Fifth Columnist or a thief stealing food. Caption - "15% of America's food supply goes into the garbage pail."
- c. "War-Time Table Manners" Poster. Create a comic character at the table sopping up food with a piece of bread, or squeezing the last drops of juice from a grapefruit, or vigorously stirring up the sugar in a cup of coffee. Caption - "Food not eaten in war-time cheatin'."
- d. Picture of hungry American soldiers on field of action reaching toward mirage of food waste from American tables. Caption - "America Wastes Enough Food Every Day to Feed 10,000,000 Fighting Men."
- e. American boy throwing away half-eaten apple. Shadowy background filled in with figures of emaciated European children with reproachful eyes. Caption - "We might live on what you waste."
- f. Picture of fat, bulging garbage can. Caption - "Food Waste - No. 1 Foe of the Housewife."
- g. Picture of a soldier reaching over shoulder of surprised mother, about to stop her from peeling potatoes. Caption - "Spare the peel - Save the spud".
(With small display line at bottom -
"When you peel and boil a potato you throw away 1/10 to 1/4 of its bulk, a large part of its vitamin C and a large amount of its iron, which is concentrated close to the skin.")
- h. Housewife in front of refrigerator, in an attitude of thought, with a bowl of food in her hands. Caption - "Think NOW how you will use the leftovers."
(Below) "Many refrigerators are just way stations to the garbage can."
- i. Figures representing Vitamin A and Vitamin C climbing out of pot filled close to top with water. Caption - "Ha Ha - she didn't know we could swim!"
(Footnote) "Steam vegetables or use little water if you expect to keep the precious vitamins in."
- j. U. S. Soldier feeding hungry kids in Europe - "Before you order think of them" - Clean your plate - Starve the garbage can."

Industrial management, labor management committees, and labor as an organized unit have each made giant contributions to the war effort, and discussions of the campaign with them should prove particularly resultful.

-----30-----

At the earliest stage of the campaign endeavor to enlist the nearby training centers of the Armed Forces. Membership of this kind will set a good example for the civilians and should boost the campaign materially. Since the Army has recently had some rather unfortunate publicity in connection with food waste it may welcome publicity which shows its camps to be following "CLEAN PLATE CLUB" practices.

-----31-----

The women's clubs and men's clubs might be asked to join in promoting the campaign. Most of them probably would be willing to have the "CLEAN PLATE CLUB" plan presented to their members, and to conduct at least one meeting as an open forum for ideas on food conservation.

-----32-----

If cooking schools exist locally, endeavor to have them tie into the "CLEAN PLATE CLUB" campaign through special projects. Since the "CLEAN PLATE CLUB" is being tested as a vehicle for national promotion of food conservation, it would be helpful to have any such special projects revolve around the "CLEAN PLATE CLUB".

-----33-----

Campaign projects involving children are worth consideration. Lieut. Ronald J. Chinnock, who originated a Clean Plate Club in Glencoe, Illinois, more than a year ago, before he joined the Navy, found that youngsters from 5 to 12 were enthusiastic members and promoters. A mimeographed newspaper, "THE CLEAN PLATE NEWS", sent regularly to these members keeps them on the alert.

-----34-----

A field investigation of food waste might be carried out by a special committee of one of the prominent women's clubs. The newspapers undoubtedly would be interested in the findings.

-----35-----

Through one of the community's amateur theatrical groups arrangements might be made to stage the food show, "It's Up to You", at some time during the campaign.

-----36-----

Great success has been achieved in teaching children the principles of oral hygiene through the medium of puppet shows. It is quite reasonable to suppose that puppet shows could be used with comparable success in the food conservation program.

-----37-----

A series of articles on wartime table etiquette might bring interesting results. The aim of such a series would be that of breaking down some of the foolish dictums that have resulted in the waste of considerable amounts of food at the table during past years - a breaking down of these dictums and a replacement of them by manners more economical, more sensible, and more patriotic.

Failure to eat all of the soup for fear of being thought greedy - failure to eat

the leaf of lettuce on which the main portion of the salad is frequently placed - failure to eat all of the peas or carrots or corn, etc., because the last bits are usually elusive and "it isn't polite to push them" - failure to eat all of a given portion of food because "good breeding" forbids - these and many similar practices are largely the result of a formalized code of manners that encourages a waste of food now badly needed in the war economy and the war strategy.

This revision of table manners could be promoted through such fields of influence as the Junior League, the women's clubs, church organizations, sanction by authorities on manners, skits on the radio, illustrated articles in the newspapers.

-----38-----

Photographs of food waste will drive home the point. Food waste in restaurants may be graphically illustrated by photographs of the food left on plates and dishes stacked on a tray for removal to the kitchen following a meal.

A second series of photographs, taken at the end of the campaign, might be used to illustrate the results achieved.

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*Many campaigns, given of course a sound basic objective, have made their mark through an especially striking "human" appeal. Such an appeal may be contained in the story of Eddie Rickenbacher and his companions adrift on a raft in the Pacific. First-rate results might be achieved by developing one of the projects principally through the use of this story as a reason for conserving food. Headlines for such a campaign might be along these lines: -

"What 4 Men on a Raft Would Have Given for the Loaf of Bread that Molded!"

"The Scorched Corn that Might have Saved a Life!"

"Four Men on a Raft Ask You to Save Food!"

*Since there is a general agreement that at least 15% of our food is thrown into the garbage can, it might be profitable to develop at least one project along these copy lines: -

"Starve the Garbage Can - Help Beat Hitler!"

"The Garbage Pail Works for Hitler! Starve 'Em Both"

"The Less You Throw Away, the More We'll All Have!"

A review of what everyone knows to be the sources of waste in garbage, together with the facts on food waste indicates that such an approach might be worthwhile.

MIDWEST REGION
FOOD FIGHTS FOR FREEDOM
CLEAN PLATE CLUB CAMPAIGN

- I. Introduction to FDA State Supervisors through:
 1. Copy of "Procedure for the Development of the Clean Plate Club Campaign."
 2. Personal contact by Regional Office representative.
- II. Introduction to Area Supervisors through:
 1. Copy of "Procedure for the Development of the Clean Plate Club Campaign."
 2. Instructions from State Supervisors - (letters and personal contacts).
 3. Assistance from Regional office and its personnel.
- III. Introduction to the State Nutrition Committee Chairman through:
 1. Copy of "Procedure for the Development of the Clean Plate Club Campaign" to be mailed from the Regional Office by the Regional Nutrition Representative.
 2. Explanation of program to chairman by the State Supervisor (Blanket approval by Chairman for inauguration of the program desirable.)
- IV. Introduction to County and Local Nutrition Committees or other cooperating group or agency through:
 1. Communication from State Nutrition Committee Chairman advising the Local Committee that an FDA representative will shortly discuss the Clean Plate Club with her.
- V. Planning the Program:
 1. State or Area Supervisors to make arrangements for meeting with County or Local Nutrition Committees and other interested groups listed in the procedure. Preliminary discussion with County Nutrition Chairmen to decide on attendance at meeting.
 2. Copies of the procedure should be distributed to various persons present.
 3. Presentation should be made by State Supervisor, Area Supervisor, or both.

The Regional Office should be kept currently advised of meetings scheduled and progress being made.

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